

37 Things you should be doing online right now!

to get more traffic, gain attention and make more sales!

The world of online marketing is overwhelming. I know. I'm just like you. It overwhelms me too some-days. but with this handy little checklist you can be well on your way to getting the leads and sales you want to boost your small business. This list is by no means the be all to end all of marketing lists, in fact I could probably point you to some other very good lists that will help you as well. This is just a starting point.

Why 37 things? Well, It got your attention - that is the only reason. And that is what it is all about ,getting, building and keeping your customers attention. The checklist is broken down in different components to help you stay on track and help you with some of the lingo out there. Not all of these things have to be done today, but over the next 6-8 months would be a really good start. So lets begin....

The Basics - Getting set up with "Social Media"

1. Get a Google account & Gmail account
2. Create a Facebook Profile
3. Create a Twitter account
4. Create a LinkedIn Profile
5. Create a Stumbleupon or Digg Account
6. Create a YouTube account.....

Your Website:

1. Add Google Analytics to your website using your new google account.....
2. Use Google's keyword tool to find the most appropriate keywords for your website
3. Place all pertinent contact information on every page of your website - not just the contact page .
4. Link to at least 10 other websites from your site IE affiliates, industry info, associations etc.
5. Place your "call to action" up front and center on your main page. What is it you want them to do once they are on your website?
6. Give your customers somewhere to interact with you on your site ie. Blogs, forms or surveys

37 Things you should be doing online right now!

to get more traffic, gain attention and make more sales!

Blog (web log)

1. Start a blog (Use wordpress.org, it's the easiest!)
2. Create a list of 50-100 things you would like to blog about in the upcoming year.
3. Determine the frequency of your blog posts and post regularly.
4. Connect your blog to your twitter, facebook and linkedin accounts
5. Sign up to receive other posts of interests through RSS (email subscriptions)
6. Comment and Contribute to those posts

Be Social!

1. Tweet about what is happening in your business
2. Retweet articles that interest you
3. Join in on the conversation
4. Leave comments, opinions and questions for others to communicate back with you
5. Attend "events" on line. Teleseminars, webinars, live streams, podcasts

Promote!

1. Brand your Profiles - Besure you are sending out the same message on all of your accounts. Same images, colours schemes and same call to action.
2. Do NOT spam your followers or your friends
3. Create your E-mail Marketing list
4. Tell your customers you are using Social media to promote your business and Encourage them to do the same
5. Use facebook events to promote your next event.
6. Create a video "commercial" about your business or event and upload it to Youtube
7. Create a podcast